



WDAF-TV

ORDER

Print Date 08/15/12 Page 1 of 3

Flight Dates 08/14/12-08/19/12

REVISION

Order Sep 00:15:00

Contract / Revision

567919 /

Product

August 14-19, 2012

Estimate #

August 14-19, 2012

Original Date / Revision

08/13/12 08/14/12

Agency Com 15%

Billing Contact Suzanne Lorimer

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Advertiser McCaskill/D/MO/US Senate

1580 Lincoln Street

Suite 510

Denver, CO 80203

Demographic A25-54

Rev Codes SP-POL PLC POL

Agency Media Strategies & Research

Buying Contact

Sales Office L-KC

Sales Region LOC

Product Codes PL1Bb

Priority DEFAULT

11350 Random Hills Rd

Suite 670

Fairfax, VA 22030

Agency Ref

Advertiser Ref

Primary Account Executive

Local WDAF House

Account Executive Order% Start Date End Date

Local WDAF House 100%

Jeannie Blau %

Order Share 20% Market Value 58125

Competing Station % of Order Amount

KCPT	%	0
KCTV	30%	17437
KCWE	%	0
KMBC	30%	17437
KMCI	%	0
KPXE	%	0
KSHB	20%	11625
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	34	\$9,881.25	\$11,625.00	0.00	07/30/12	08/19/12	34	\$9,881.25	\$11,625.00
Totals	34	\$9,881.25	\$11,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	4	08/14/12	08/19/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--111--	:30	3	\$125.00	3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$125.00		0.00			
N 2	4	08/14/12	08/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--111--	:30	3	\$250.00	2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--211--					4	\$250.00		0.00			
N 3	4	08/17/12	08/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----1--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----1--					1	\$450.00		0.00			
N 4	4	08/16/12	08/16/12	M-F 7-9a	CM-All	7-9a	---1---	:30	1	\$450.00	2	0.00	NM	1	\$450.00



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Advertiser McCaskill/D/MO/US Senate Product August 14-19, 2012

Estimate # August 14-19, 2012

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---					1	\$450.00		0.00			
N 5	4	08/18/12	08/18/12	Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
Sa 7-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-					1	\$225.00		0.00			
N 6	4	08/19/12	08/19/12	Su 7-9a	CM-All	Su 7-9a	-----1	:30	1	\$150.00	2	0.00	NM	1	\$150.00
Su 7-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1					1	\$150.00		0.00			
N 7	4	08/17/12	08/17/12	M-F 9-10a	CM-All	9-10a	----1--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
M-F 9-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----1--					1	\$150.00		0.00			
N 8	4	08/16/12	08/16/12	M-F 11-1130a	CM-All	11-1130a	---1---	:30	1	\$100.00	3	0.00	NM	1	\$100.00
M-F 11-1130a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---					1	\$100.00		0.00			
N 9	4	08/15/12	08/16/12	M-F 3-4p	CM-All	3-4p	--11---	:30	2	\$100.00	3	0.00	NM	2	\$200.00
M-F 3-4p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--11---					2	\$100.00		0.00			
N 10	4	08/15/12	08/17/12	M-F 4-5p	CM-All	4-5p	--111--	:30	3	\$300.00	2	0.00	NM	3	\$900.00
M-F 4-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--111--					3	\$300.00		0.00			
N 11	4	08/15/12	08/17/12	M-F 5-6p	CM-All	5-6p	---11--	:30	2	\$300.00	3	0.00	NM	2	\$600.00
M-F 5-6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---11--					2	\$300.00		0.00			
N 12	4	08/15/12	08/17/12	M-F 6-630p	CM-All	6-630p	--1-1--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
M-F 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--1-1--					2	\$400.00		0.00			
N 13	4	08/15/12	08/17/12	M-F 630-7p	CM-All	630-7p	--111--	:30	3	\$300.00	3	0.00	NM	3	\$900.00
M-F 630-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--111--					3	\$300.00		0.00			
N 14	4	08/15/12	08/17/12	M-F 9-10p	CM-All	9-10p	--111--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
M-F 9-10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--111--					3	\$750.00		0.00			



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Advertiser McCaskill/D/MO/US Senate Product August 14-19, 2012

Estimate # August 14-19, 2012

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	4	08/15/12	08/17/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	--111--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--111--		3				\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	4	08/13/12-08/19/12		M-F 9-10p See MG 14.5 [football]		9-10p	--wThF----	:30		(\$750.00)		0.00	NM		
3	4	08/13/12-08/19/12		M-F 9-10p See MG 14.4 [na due football]		9-10p	--wThF----	:30		(\$750.00)		0.00	NM		
4	4	08/19/12-08/19/12		Su 9-10p Ⓜ MG for 14.3 08/17		9-10p	-----Su	:30		\$750.00		0.00	NM		
5	4	08/19/12-08/19/12		Su 9-10p Ⓜ MG for 14.2 08/16		9-10p	-----Su	:30		\$750.00		0.00	NM		
N 15	4	08/15/12	08/17/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--11---	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--11---		2				\$750.00		0.00			
N 16	4	08/15/12	08/17/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	--111--	:30	3	\$375.00	2	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--111--		3				\$375.00		0.00			
N 17	4	08/18/12	08/18/12	Sa 9-10p Sa 9-10p	CM-All	9-10p	-----1-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-		1				\$450.00		0.00			
Totals														34	\$11,625.00